

**Franklin County**  
**Quit Line Data Summary**  
January 1 - March 31, 2004

	<u>County</u>	<u>State</u>
<b>Number of Calls to Quit Line</b>	<b>N = 8</b>	<b>N = 3,363</b>
<b>Percent of Statewide Calls</b>	0.3%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	0.8%	100.0%
	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 7</b>	<b>N = 2,906</b>
Female	85.7%	64.2%
Male	14.3%	35.8%
<b>Race/Ethnicity</b>	<b>N = 8</b>	<b>N = 2,468</b>
People of Color	0.0%	13.1%
White	100.0%	86.9%
<b>Age</b>	<b>N = 8</b>	<b>N = 2,642</b>
Less than 18 years old	12.5%	1.1%
18 - 24 years old	0.0%	15.2%
25 - 34 years old	50.0%	23.1%
35 - 44 years old	0.0%	24.6%
45 years and older	37.5%	36.0%
<b>Education</b>	<b>N = 7</b>	<b>N = 2,581</b>
Did not graduate high school	14.3%	19.0%
High school graduate	28.6%	36.0%
Some college/vocational school	57.1%	36.4%
College graduate	0.0%	8.6%
<b>Caller Type</b>	<b>N = 8</b>	<b>N = 3,052</b>
General Information	0.0%	12.6%
Health care provider	0.0%	3.6%
Tobacco user	100.0%	83.8%
<b>Payer Type</b>	<b>N = 7</b>	<b>N = 2,005</b>
Insured	57.1%	31.2%
Uninsured	28.6%	29.4%
Medicaid	14.3%	39.4%
<b>Heard About</b>	<b>N = 6</b>	<b>N = 2,412</b>
Past caller	0.0%	15.7%
Employer/worksites	0.0%	1.2%
Health care provider	50.0%	31.8%
Television	16.7%	11.9%
Outdoor advertisement (billboard/bus/wall)	0.0%	1.8%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.2%
Radio	0.0%	1.8%
Newspaper/Magazine	0.0%	0.7%
Brochure/Newsletter	0.0%	5.4%
Family or friend	33.3%	22.7%
Health Department	0.0%	5.4%
School	0.0%	1.4%

Source: Washington State Department of Health  
Tobacco Prevention and Control  
Assessment and Evaluation

<sup>1</sup> "Census 2000", August 2001 (OFM)

\* Rate not calculated because number of calls was less than 5.